

FIG. 1

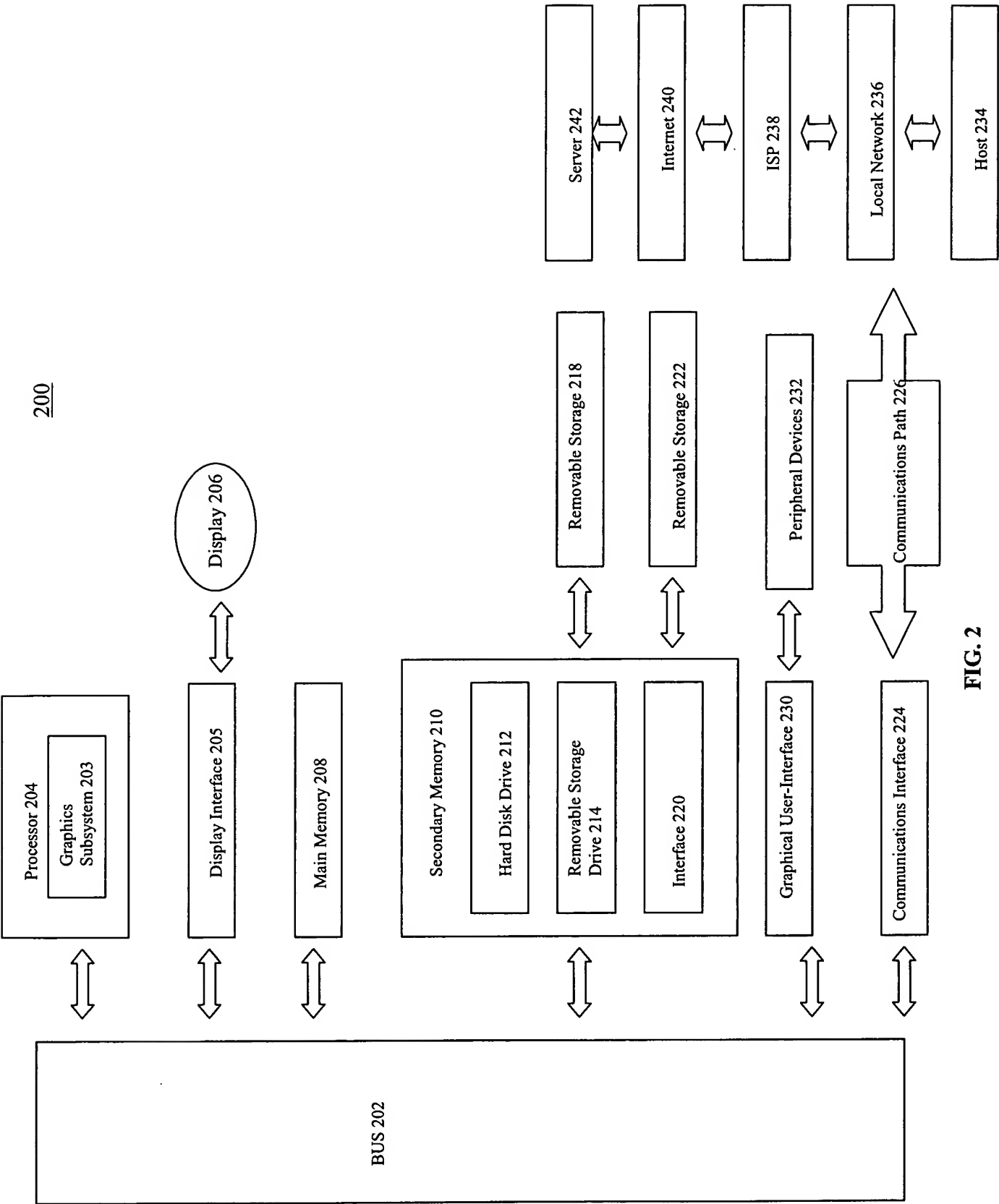


FIG. 2

300

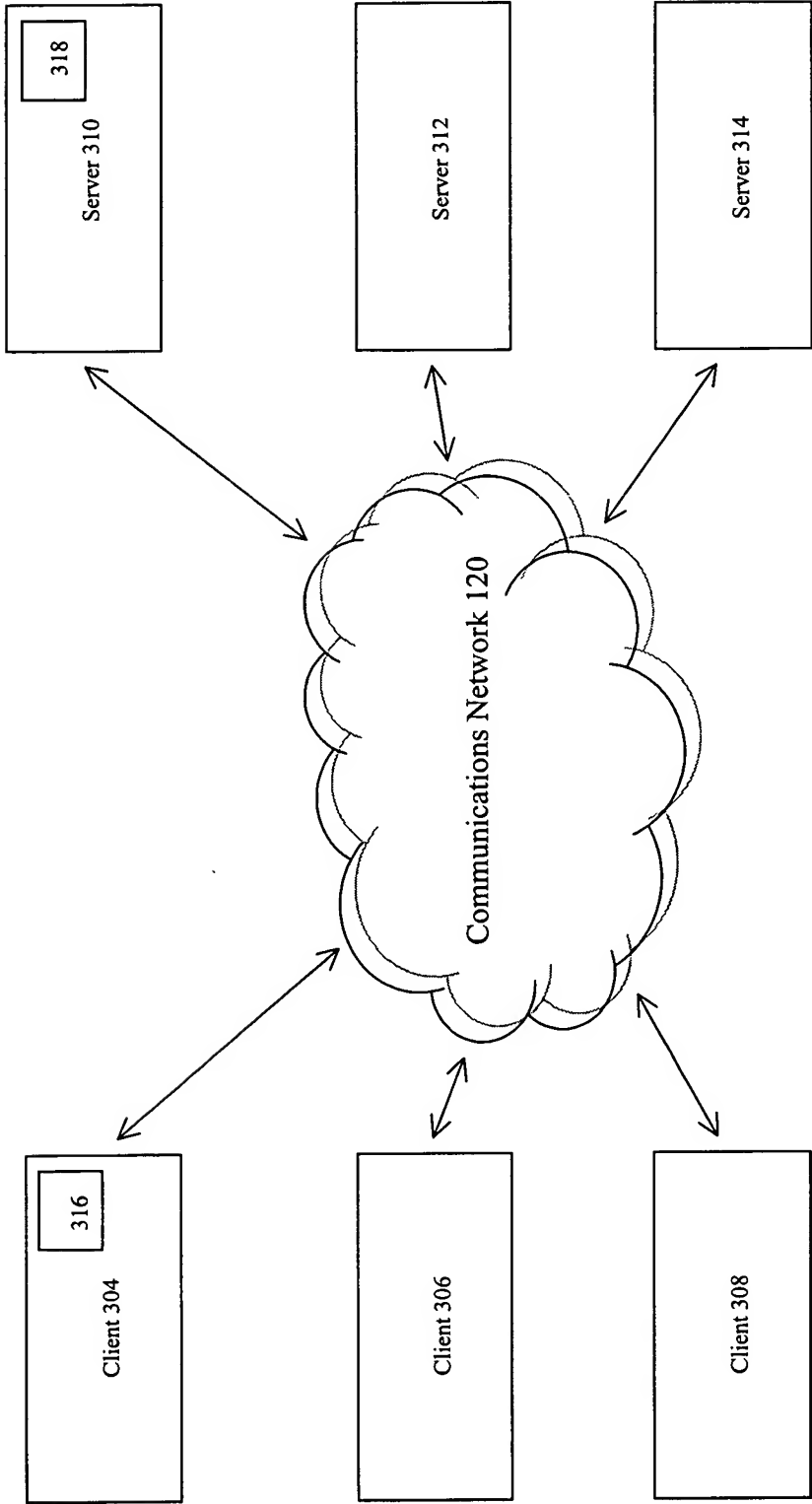


FIG. 3

400

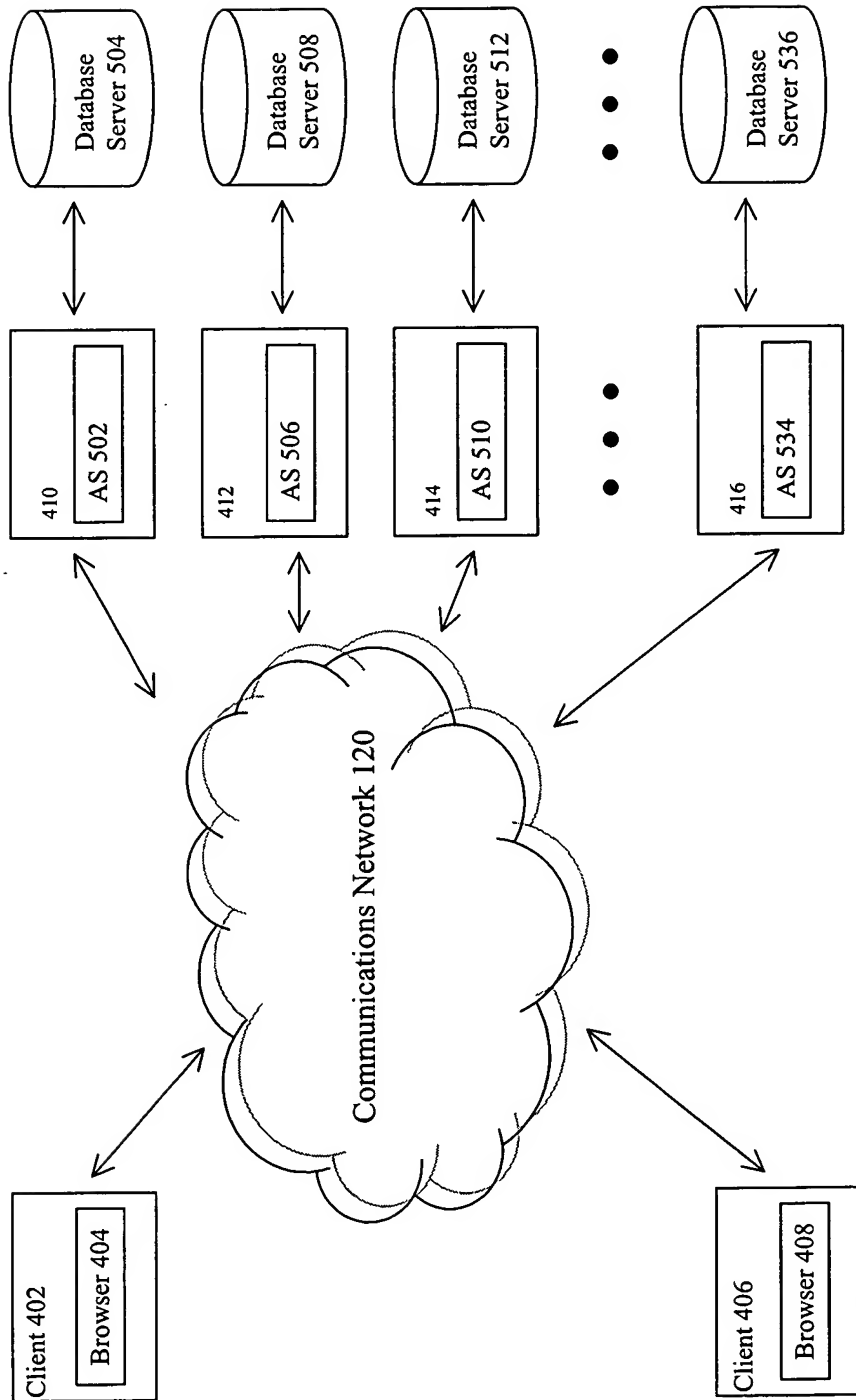


FIG. 4

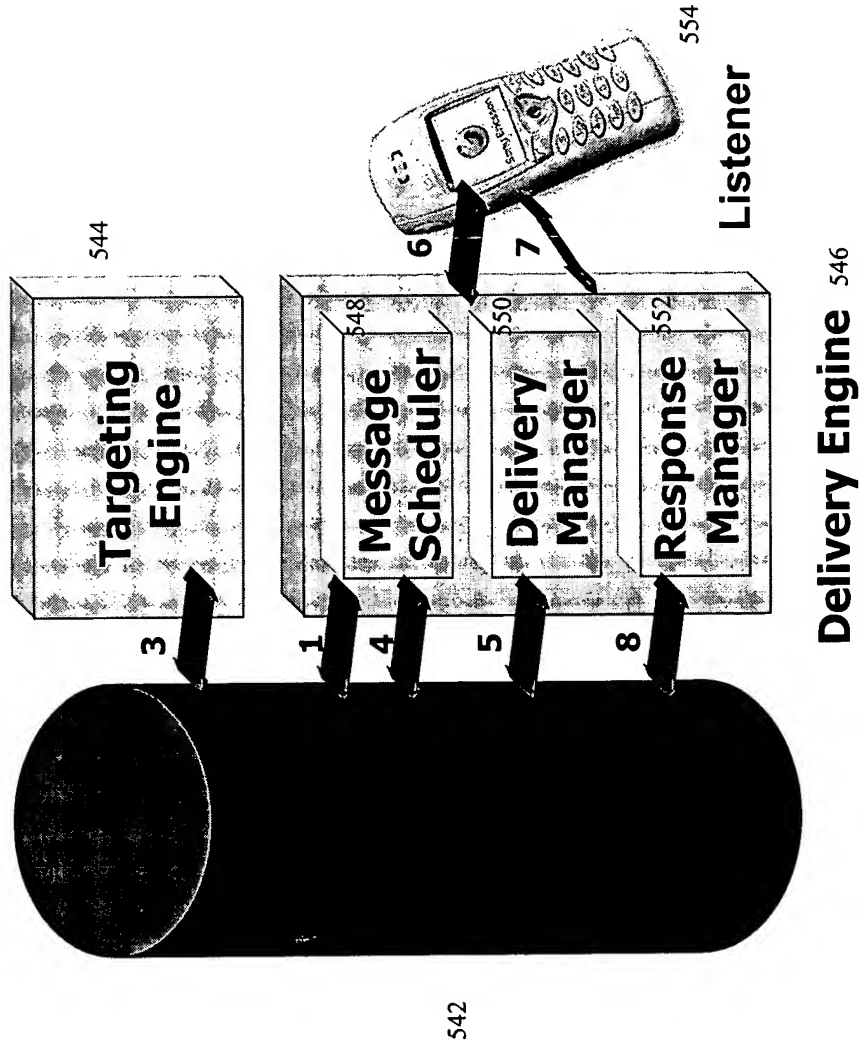


FIG. 5

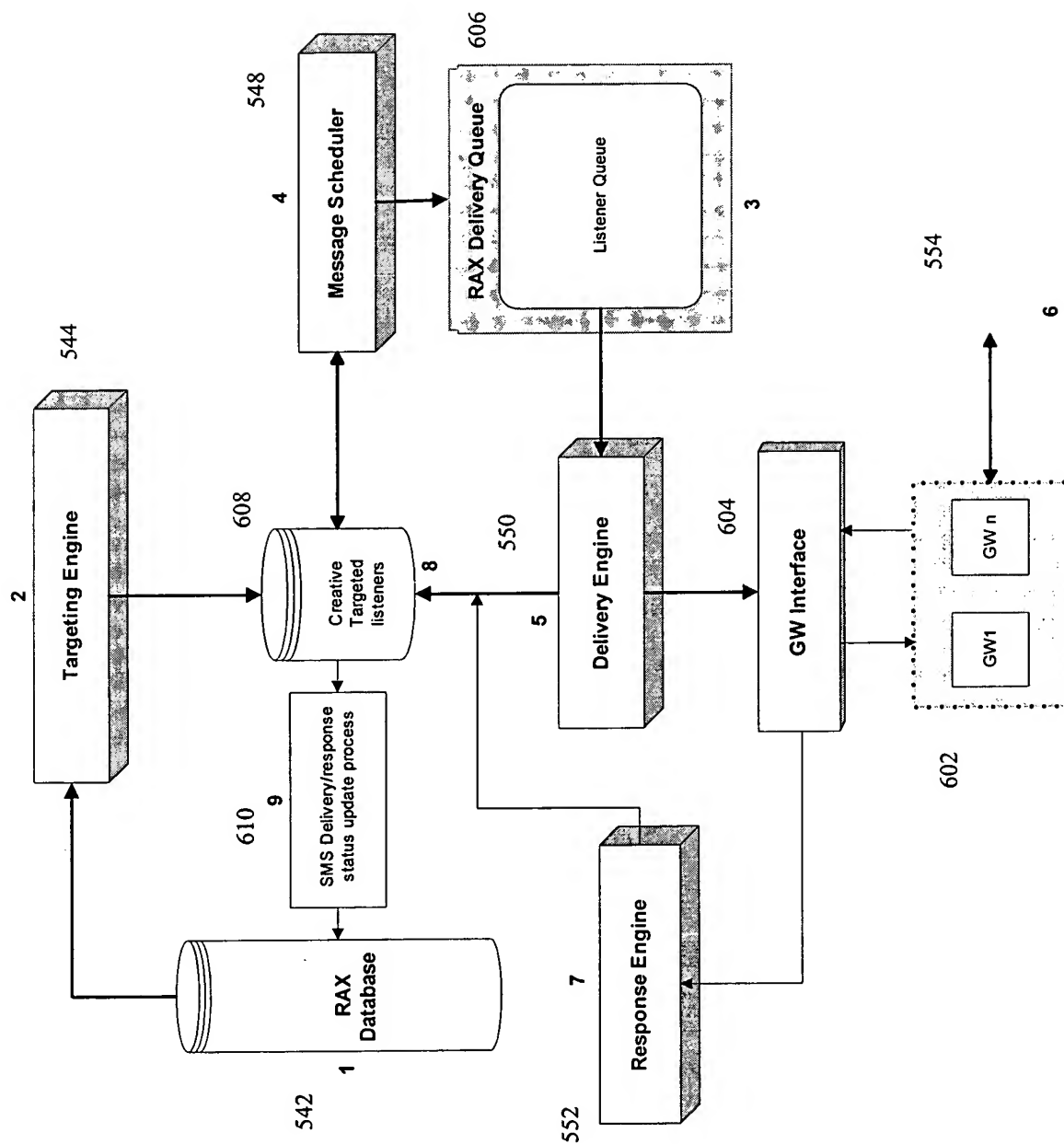


FIG. 6

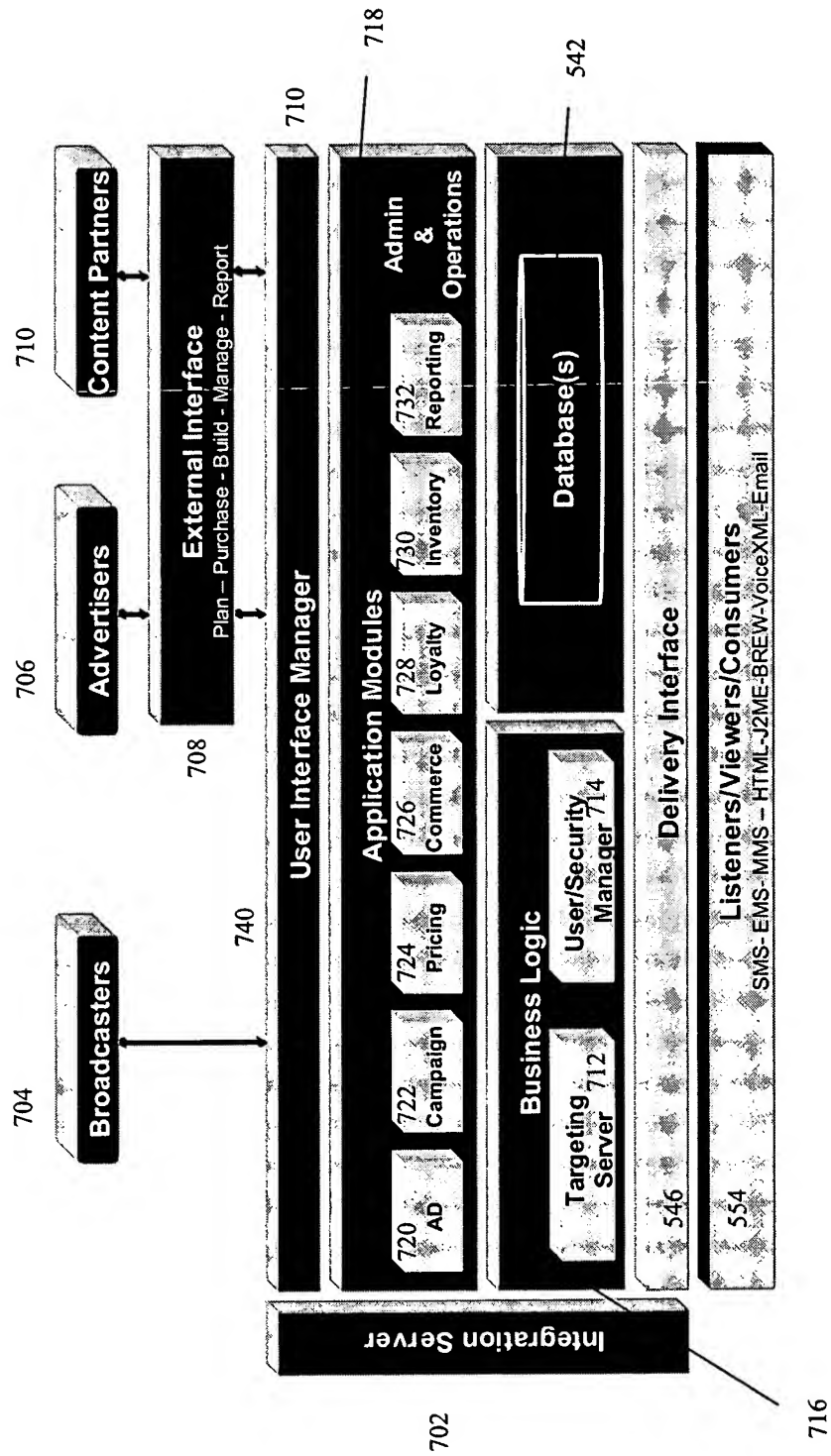


FIG. 7

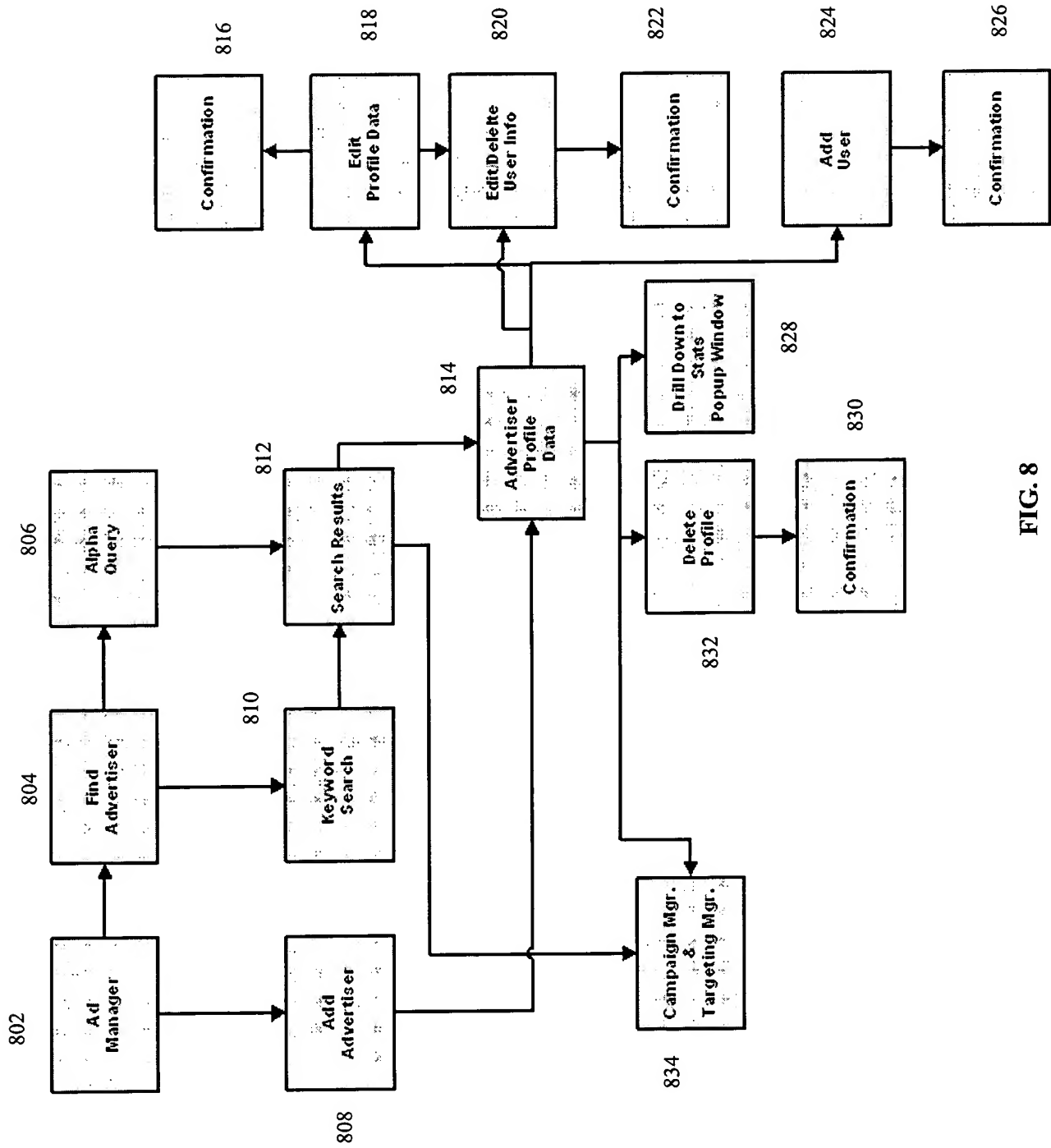




FIG. 8

900

FIG. 9

 CLEAR CHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Admin

Hello Richard Mays

AD

Target

Content

Schedule

Search Advertisers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Keyword

Search

Basic Search

Search by

Contact Name

External User

of Messages Sent

Recent Activity

1000

Alex Meshkin:

We need to think more about these options. Contact name and user name are a necessity but we need to evaluate what metrics we can allow broadcasters to query the DB to find advertisers that fits their requirements.

Search

Cancel


Previous


Next

Acutus Systems, Inc.

FIG. 10

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

 CLEARCHANNEL



AD

Campaign

Reporting

Admin

AD

Target

Content

Schedule

Advertisers

Select	Advertiser	Contact	Email
<input type="radio"/>	Coke - Diet	Mike Jensen	mjensen@coke.com Edit/Delete
<input type="radio"/>	Coke - Classic	Rick Foster	rfoster@coke.com Edit/Delete

Cancel

Previous

Next

Acutus Systems, Inc.

1100

FIG. 11

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown

Docket No.: 026473-00001



				Admin	
Hello Richard Mays		AD		Campaigns	
Target		Content		Schedule	
<h3>Add Advertiser</h3>					
Advertiser 1200		LOGO HERE			
Primary Contact		Billing Contact			
Email Address		Email Address			
Address		Address			
City		City			
State		Zip Code		State	
Phone Number		Ext.		Phone Number	
Fax Number		Fax Number		Ext.	
Logo		Browser		Upload	
Permanent Discount Rate		External Users			
Payment Terms		Add External User			
Advertiser History		Cancel			
Alex Meshkin: DB Feed #		Alex Meshkin: DB Feed #		Previous	
Alex Meshkin: DB Feed #		Alex Meshkin: DB Feed #		Next	
Acutus Systems, Inc.					

FIG. 12



AD Campaign Reporting Admin

Hello Richard Mays

AD Target Content Schedule

Advertiser Profile

1300



Advertiser

Coke

Primary Contact

Mike Jensen

Email Address

mjensen@coke.com

Billing Contact

Bob Jones

Email Address

bjones@coke.com

Address

11718 Coke Dr.

Address

11718 Coke Dr.

City

City

State

GA

Zip Code

30310

SA

Zip Code

30310

Phone Number

555-1212

Phone Number

555-1212

Fax Number

555-1213

Fax Number

555-1213

Logo

Browser

Upload

Permanent Discount Rate

10%

External Users

Mike Jensen
Bob Jones
Nike Smith

Payment Terms

NET 30

Advertiser History

17,998,800

Advertiser History

17,998,800

Alex Meshkin:
DB Feed #

17,998,800

Advertiser History

17,998,800

Cancel

Previous

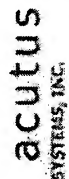
Add External User

Next

Acutus Systems, Inc.

FIG. 13

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001



Admin

Reporting

Campaign

AD

Hello Richard Mays

AD

Target

Content

Schedule

Add User

1400

First Name	<input type="text"/>	Middle	<input type="checkbox"/>
Last Name	<input type="text"/>		
Email Address	<input type="text"/>		
User Name	<input type="text"/>		
Password	<input type="text"/>	City	<input type="text"/>
Confirm Password	<input type="text"/>	State	<input type="text"/>
User Type	<input checked="" type="checkbox"/> Zip Code	<input type="text"/>	
Mobile Number	<input type="text"/>	Phone Number	<input type="text"/>
		Ext	<input type="text"/>
Picture	<input type="text"/>	Fax Number	<input type="text"/>
	<input type="text"/>	Browser	<input type="text"/>
		Upload	<input type="text"/>

Next

Previous

Cancel

Acutus Systems, Inc.

FIG. 14

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM

Inventor: Alexander B. MESHKIN

Appln. No.: Unknown

Docket No.: 026473-00001

FIG. 15

FIG. 16

Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

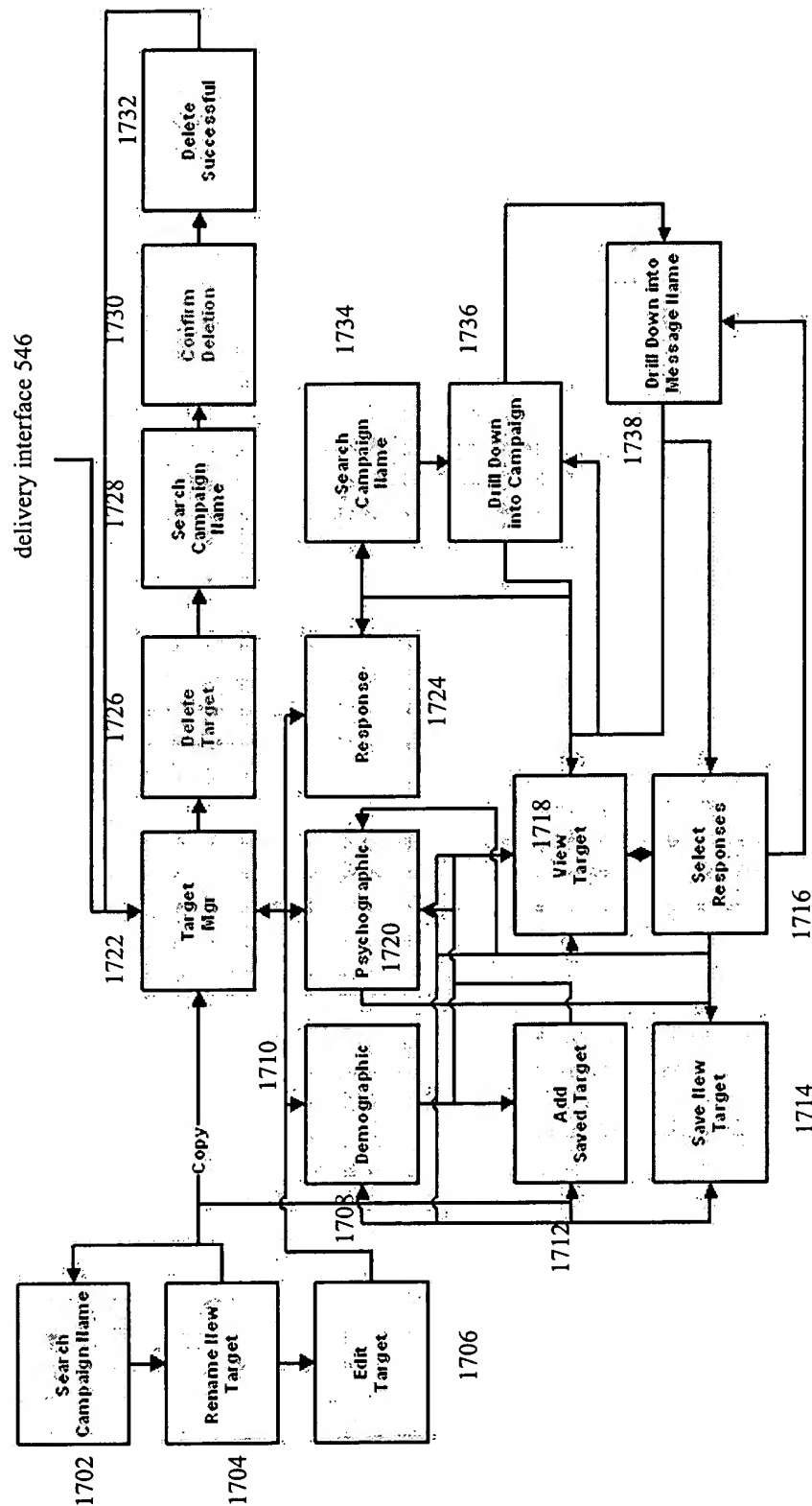


FIG. 17

FIG. 18

FIG. 19

FIG. 20

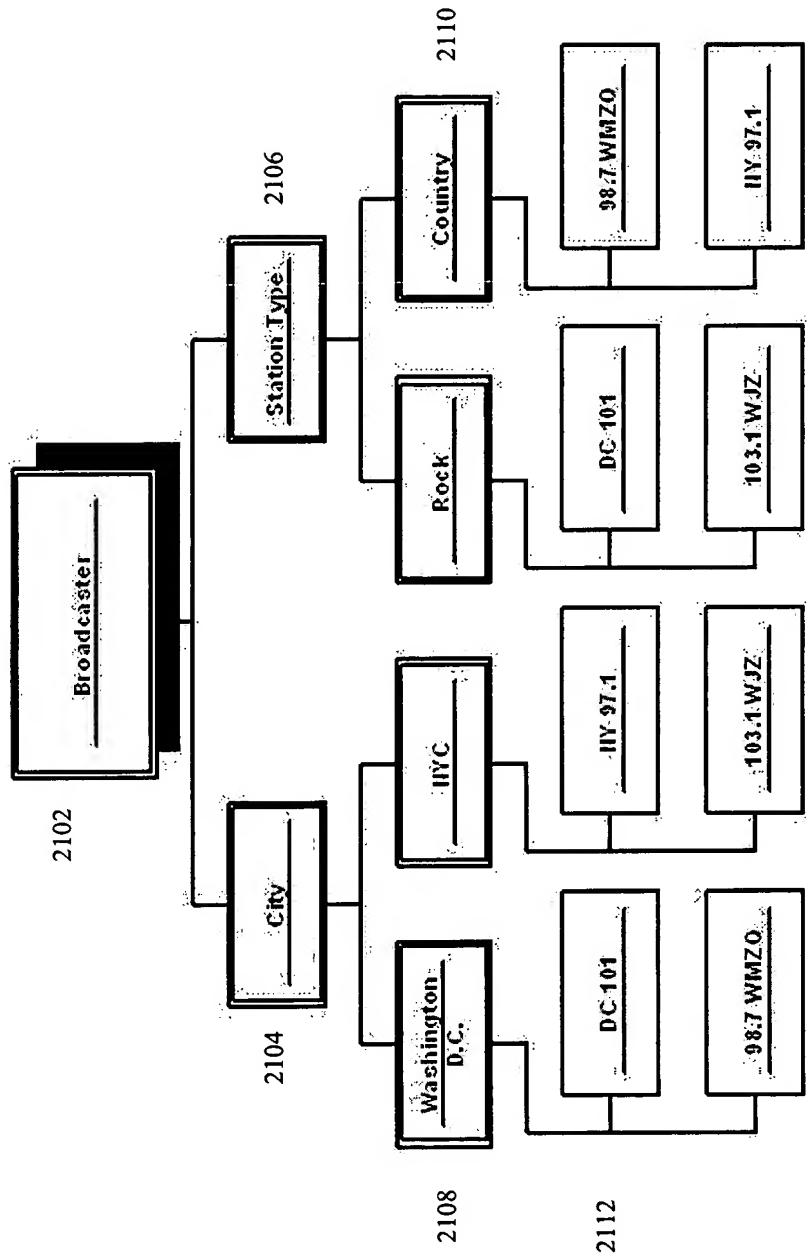




FIG. 21



CLEAR CHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2200

Target Name

Nike-Golf (August)

Add Target

- Broadcaster/Station/Station Format

+ Target by Geography of Station

+ Target by Station Format

+ Demographics

+ Psychographics

+ Previous Responses

Reach

10,100,500

Pricing Summary

Alex Meshkin:
Same as previous page.
Applies to all of the
following pages

Alex Meshkin:
Same as previous page.
Applies to all of the
following pages

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 22

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2300

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

- Target by Geography of Station

Cities

- New York

G105

K101.5

650 AM

+ Washington D.C.

+ Target by Station Format

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 23

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2400

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

- Target by Geography of Station

Cities

+ New York

+ Washington D.C.

Pricing Summary

+ Target by Station Format

-

Cancel


Previous


Next

Acutus Systems, Inc.

FIG. 24

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

 CLEAR CHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2500

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

- Target by Geography of Station Cities

- New York

G105

K101.5

650 AM

+ Washington D.C.

+ Target by Station Format

-

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 25

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2600

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Target by Geography of Station

- Target by Station Format

- + Adult Contemporary
- + Adult Standards
- + Alternative
- + Classical
- + Classical Country
- + Contemporary Hit Radio
- + Jazz
- + Oldies
- + Religious
- + Rock
- + Spanish
- + Talk
- + Urban

Pricing Summary

Cancel


Previous


Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
 AN INTEGRATED MARKETING VEHICLE
 PLATFORM
 Inventor: Alexander B. MESHKIN
 Appln. No.: Unknown
 Docket No.: 026473-00001

FIG. 26

 CLEARCHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

2700

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Target by Geography of Station

-

- Target by Station Format

+ Adult Contemporary

+ Adult Standards

+ Alternative

+ Classical

+ Classical Country

+ Contemporary Hit Radio

+ Jazz

+ Oldies

+ Religious

+ Rock

+ Spanish

+ Talk

- Urban

K101.5 - NYC

K107.3 - LA

95.5 - D.C.

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 27

AD

Campaign

Reporting

Reporting

AD

Target

Content

Schedule

Hello Richard Mays

Broadcaster Targets

2800

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Target by Geography of Station

-

- Target by Station Format

+ Adult Contemporary

+ Adult Standards

+ Alternative

+ Classical

+ Classical Country

+ Contemporary Hit Radio

+ Jazz

+ Oldies

+ Religious

+ Rock

+ Spanish

+ Talk

- Urban

K101.5 - NYC ●

K107.3 - LA ○

95.5 - D.C. ○

Pricing Summary


Cancel


Previous

Next

Acutus Systems, Inc.

FIG. 28

 CLEARCHANNEL



AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Broadcaster Targets

Target Name
2900Add Tar
- Ta

Stations	Cost Per Message	Cost Per CPM
650 AM - NYC	\$0.0050	\$5.00
K101.5 - NYC	\$0.0055	\$5.50

K101.5
650 AM
+ Washington D.C.


+ Target by Station Format

Cancel Previous Next


Acutus Systems, Inc.

FIG. 29

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3000

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Broadcaster/Station/Station Format

- Demographics

+ Age

+ Gender

+ Income

+ Location (Zip)

+ Marital Status

+ Etc.

+ Etc.

+ Psychographics

+ Previous Responses

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 30

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3100

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+

Broadcaster/Station/Station Format

—

+

Demographics

-

Age

Range

From

V

To

V

-

Gender

Both

V

-

Income

Range		From	To
0 - \$15,000	\$50,000 - \$74,000		
\$15,000 - \$24,000	\$75,000 - \$99,000		
\$25,000 - \$34,000	\$100,000 - \$149,000		
\$35,000 - \$49,000	\$150,000 -		
	0 - \$15,000		
	\$15,000 - \$24,000		
	\$25,000 - \$34,000		
	\$35,000 - \$49,000		
	\$50,000 - \$74,000		
	\$75,000 - \$99,000		
	\$100,000 - \$149,000		
	\$150,000 -		

+

Location (Zip)

+

Marital Status

+

Etc.

+

Etc.

+

Psychographics

+

Previous Responses

Cancel

Previous


Next


Acutus Systems, Inc.

FIG. 31

FIG. 32

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

 CLEARCHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3300

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

+ Broadcaster/Station/Station Format

—

+ Demographics

+ Age

+ Gender

+ Income

+ Location

Region

State

Zip Code

+ Marital Status

+ Etc.

+ Etc.

+ Psychographics

+ Previous Responses

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 33

CLEARCHANNEL		acutus SYSTEMS, INC.	
Hello Richard Mays		AD	Reporting
AD		Campaign	Reporting
Target		Schedule	Reporting
Demographics			
3400	Target Name	Nike-Golf (August)	Target Reach 1,104,231
Add Target			
+ Broadcaster/Station/Station Format			
- Demographics			
+ Age			
+ Gender			
+ Income			
- Location			
Region			
US Regions			
Northeast			
Northwest			
West			
Southeast			
MidAtlantic			
South			
Midwest			
Southwest			
State			
Zip Code			
+ Marital Status			
+ Etc.			
+ Etc.			
+ Psychographics			
+ Previous Responses			
Cancel Previous Next			

SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Demographics

3500

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

Pricing Summary

+ Broadcaster/Station/Station Format

—

- Demographics

+ Age

+ Gender

+ Income

- Location

Region

US Regions

☒

 Northeast

☐

 Southeast

☐

 Midwest

☐

 Southwest

☒

 North Atlantic

☐

 South

☐

 West

State

Zip Code

+ Marital Status

+ Etc.

+ Etc.

+ Psychographics

+ Previous Responses

Cancel

Previous

Next

FIG. 35

AD	Campaign	Reporting	Reporting
----	----------	-----------	-----------

Hello Richard Mays

AD	Target	Content	Schedule
----	--------	---------	----------

Demographics

3600	Target Name	Nike-Golf (August)	Target Reach	1,104,231
	Add Target			
				<u>Pricing Summary</u>

+ Broadcaster/Station/Station Format _____

- Demographics
 - + Age
 - + Gender
 - + Income
 - Location
 - Region
 - States

[Select All](#)
[Clear All](#)

[illegible]

Zip Code

- + Marital Status
- + Etc.
- + Etc.
- + Psychographics
- + Previous Responses

Cancel Previous Next

FIG. 36

FIG. 37

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Psychographics

3800

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

Broadcaster/Station/Station Format

Demographics

Psychographics

+ Employment

+ Favorite Food

+ Favorite Sport

+ Travel

+ Etc.

+ Etc.

+ Previous Responses

Pricing Summary

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 38

FIG. 39

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Psychographics

4000

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

Pricing Summary

+ Broadcaster/Station/Station Format

- -

+ Demographics

- Psychographics

+ Employment

+ Favorite Food

+ Favorite Sport

Select All

Clear All

Baseball

Basketball

Football

X

X

Golf

NASCAR

+ Travel

+ Etc.

+ Etc.

+ Previous Responses

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 40

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Psychographics

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

Pricing Summary

+ Broadcaster/Station/Station Format

4100Demo

Targeting Criteria

Stations - Level 1

Stations - Level 2

Sub Total (Avg)

Demo - Target 1 - (Age)

Demo - Target 2 (Gender)

Demo - Target 3 (Location)

Sub Total

Psycho - Target 1 - (Sport)

Total

Cost Per Message

\$0.0070

\$0.0077

\$0.0074

\$0.0050

\$0.0045

\$0.0040

\$0.0209

\$0.0054

\$0.0263

Cost Per CPM

\$7.00

\$7.70

\$7.35

\$5.00

\$4.50

\$4.00

\$20.85

\$5.40

\$26.25

+ Previous Responses

+ Tr

+ Etc.

+ Etc.

Cancel

Previous

Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
 AN INTEGRATED MARKETING VEHICLE
 PLATFORM
 Inventor: Alexander B. MESHKIN
 Appln. No.: Unknown
 Docket No.: 026473-00001

FIG. 41

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Responses

4200

Target Name

Nike-Golf (August)

Target Reach

1,104,231

Add Target

- Broadcaster/Station/Station Format

- Demographics

- Psychographics

- Previous Responses

Pricing Summary

Search

Advanced Search

Cancel

Previous

Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR AN INTEGRATED MARKETING VEHICLE PLATFORM
 Inventor: Alexander B. MESHKIN
 Appl. No.: Unknown
 Docket No.: 026473-00001

FIG. 42

FIG. 43

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Search Responses (Campaigns)

A B C D E F G H I J K L M O P Q R S T U V W X Y Z

4400

Keyword

Golf

Search

Basic Search

Date of Response

From

June V 02 V

To

July V 02 V

Type of Campaign

Commerce V

Response Rates

> 20% V

Number of Listeners

From

0

To

10,000,000

Cancel


Previous


Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

FIG. 44

**CLEARCHANNEL**

**acutus**
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Listings

4500

Target Reach

345,236

Refine Search

Refine

New Search

Select	Campaign Name	Date Sent	Number of Responses
	Golf1	7/1/2001	346,901
	Masters-2002	5/1/2002	561,249
	Tiger Woods	6/15/2002	278,561
	Golf-Digest	7/1/2000	312,001

Cancel


Previous

Next


Acutus Systems, Inc.

FIG. 45

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Listings

				Target Reach	127,890
Select	Campaign Name	Date Sent	Number of Responses		
X	Golf1	7/1/2001	346,901		
	Masters-2002	5/1/2002	561,249		
	Tiger Woods	6/15/2002	278,561		
	Golf-Digest	7/1/2000	312,001		

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 46

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Message Listings

	Campaign Name	Golf1	Target Reach	89,004
4700	Select	X	Number of Responses	
		Who will win the 2001 Masters?	122,201	
		How many masters has Tiger won?	98,450	
		How many majors has Tiger won?	45,004	
		Is Tiger the best player ever?	81,246	

Cancel

Previous

Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

FIG. 47

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Listings

4800				Target Reach	127,890
Select	Campaign Name	Date Sent		Number of Responses	
X	Golf1	7/1/2001		345,901	
	Masters-2002	5/1/2002		561,249	
	Tiger Woods	6/15/2002		278,561	
	Golf Digest	7/1/2000		312,001	

Cancel

Previous

Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 48

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Summary of Targets

4900

Target Name

Nike-Golf (August)

Target Reach

56,476

Broadcaster

K101.5

650 AM

DC104

LA98

Responses

Campaign Name: GolfOne

Message Name: Who will Win the Masters?

Message Response: Tiger Woods

Demographics

Income

15,000 - 65000

Age

21 - 45

Psychographics

Color

Blue

Food

Italian

Cancel


Previous


Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 49

**CLEARCHANNEL**



AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Search Saved Targets (Templates)

A B C D E F G H I J K L M O P Q R S T U V W X Y Z

5000

Keyword

Search

Advance Search

Cancel

Previous

Next

Acutus Systems, Inc.

FIG. 50

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Search Results (Saved Targets)

5100						
Select	Target Name	Keywords	Date Created	Target Reach		
<input type="radio"/>	Nike - June	Golf, Tiger Woods	7/1/2001	346,901	View Target	
<input type="radio"/>	Footjoy - May	Golf, Nike, Sports	5/1/2002	561,249	View Target	
<input type="radio"/>	Target54	Golf, Footjoy	6/15/2002	278,561	View Target	
<input type="radio"/>	Target21	Golf, Sports	7/1/2000	312,001	View Target	

Cancel


Previous


Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 51

**CLEARCHANNEL**

**acutus**
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Search Results (Saved Targets)

5200

Select	Target Name	Keywords	Date Created	Target Reach	
<input checked="" type="radio"/>	Nike - June	Golf, Tiger Woods	7/1/2001	346,901	View Target
<input type="radio"/>	Footjoy - May	Golf, Nike, Sports	5/1/2002	561,249	View Target
<input type="radio"/>	Target54	Golf, Footjoy	6/15/2002	278,561	View Target
<input type="radio"/>	Target21	Golf, Sports	7/1/2000	312,001	View Target

Cancel


Previous

Next


Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS
FOR AN INTEGRATED MARKETING
VEHICLE PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 52



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Summary of Targets

5300

Target Name

Nike Golf (August)

Target Reach

346,901

Broadcaster

Alex Meshkin:
Click to Add/Edit/Delete
Target Criteria

Responses

Campaign Name: Nike Sweepstakes (April)

Message Name: Who will win the Masters?

Message Response: Tiger Woods

K101.5

650 AM

DC104

LA98

Alex Meshkin:
Click to Add/Edit/Delete
Target Criteria

Demographics

Income

45,000 - 85,000

90,000 - 150,000

Age

16 - 55

Psychographics

Sport

Golf, Football, NASCAR

Car

BMW, Mercedes Benz, Toyota


Cancel

Previous


Next

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FIG. 53



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

5400

Save Target (Rename)

Target Name

Nike - June

Keywords

Golf, Tiger Woods

Date Created

7/1/2001

Target Reach

346,901

[View Target](#)

New Target Name

Nike Golf (August)

Keywords

Nike, Golf, Masters, PGA

Cancel

Previous

Next

Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

FIG. 54

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Management

5500

Campaign Name

Advertiser Name

Delivery Type

Campaign Type

1,104,231

Desired Reach

100,000

Messages

Keyword(s)

Campaign Points

Alex Meshkin:

SMS

MMS

Email

Web

Alex Meshkin:

Message/Poll/Survey

Commerce

Lottery/Sweepstakes

Cancel


Previous

Next


Acutus Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
 AN INTEGRATED MARKETING VEHICLE
 PLATFORM
 Inventor: Alexander B. MESHKIN
 Appln. No.: Unknown
 Docket No.: 026473-00001

FIG. 55



CLEARCHANNEL



acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Campaign Management

5600

Campaign Name

CampaignOne

Advertiser Name

Coke

Delivery Type

SMS V

Campaign Type

Commerce V

Target Reach

1,104,231

Desired Reach

100,000

Messages

100,000

Keyword(s)

Golf

Campaign Points

500

Cancel

Previous

Next

Acutis Systems, Inc.

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

FIG. 56

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Commerce Campaign

5700

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Alex Meshkin: CM1 is for Commerce Message #1

Add Message

CM1

Item Name

Item Description

Delete

Add

Response

Find

Find

Delete

Alex Meshkin: The Add Button will add an additional response

Alex Meshkin: Find Button allows users to Search or Select item/merchandise

Cancel

Previous

Next

Acutus Systems, Inc.


Title: SYSTEM, METHOD AND APPARATUS FOR
 AN INTEGRATED MARKETING VEHICLE
 PLATFORM
 Inventor: Alexander B. MESHKIN
 Appln. No.: Unknown
 Docket No.: 026473-00001


FIG. 57

Inventor: Alexander B. MESHKIN
Appln. No.: Unknown
Docket No.: 026473-00001

CLEARCHANNEL						acutus SYSTEMS, INC.					
		AD		Campaign		Reporting		Reporting			
Hello Richard Mays											
AD		Target		Content		Schedule					
Commerce Campaign											
5800		Campaign Name		TargetOne		Desired Reach		100,000			
		Advertiser Name		Coke		Keyword (s)		Golf			
						Campaign Points		500			
CM1		Add Message									
CM1		Which item would you like to bid on? 1)DVD Player									
Add		Response		Find Name		Keyword or UPC		Search			
1		1		Find							
										Add Item	
										+ Broadcaster + Advertiser	

FIG. 58

 CLEAR CHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Commerce Campaign

5900

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Add Message

Which item would you like to bid on? 1)DVD Player

Add

Response

Find Name

Find

1

Keyword or UPC

Search

Add Item

+ Broadcaster

- Advertiser

+Avon


+Black & Becker


- Coke

- Electronics

DVD Player UPC #5415

FIG. 59

**CLEARCHANNEL**

**acutus**
SYSTEMS, INC.

ADCampaignReportingReporting

Hello Richard Mays

ADTargetContentSchedule

Commerce Campaign

6000

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Add Message

CM1

Which item would you like to bid on? 1)DVD Player

Add

Response

Find Name

Find

1


Keyword or UPC


Search

Add Item

+ Broadcaster
- Advertiser
+Avon
+Black & Becker
- Coke
- Electronics
DVD Player UPC #5415

FIG. 60

 CLEARCHANNEL

 acutus
SYSTEMS, INC.

AD

Campaign

Reporting

Reporting

Hello Richard Mays

AD

Target

Content

Schedule

Commerce Campaign

6100

Campaign Name

TargetOne

Desired Reach

100,000

Advertiser Name

Coke

Keyword (s)

Golf

Campaign Points

500

CM1

Add Message

CM1

Which item would you like to bid on? 1)DVD Player 2) TV 3)MP3 Player 4) PocketPC

Add

Response

Find Name

Item Name

Item Description

Delete

1

Find

DVD Player

Sony DVD Player UPC #5415

Delete

Alex Meshkin:

If you click on the item name, detail information on the merchandise will be displayed in a pop-up

Cancel

Previous


Next

Acutus-Systems, Inc.

FIG. 61

Title: SYSTEM, METHOD AND APPARATUS FOR
AN INTEGRATED MARKETING VEHICLE
PLATFORM
Inventor: Alexander B. MESHKIN
Appl. No.: Unknown
Docket No.: 026473-00001

6200



Login

Password

Login

Reset

Acutus Systems, Inc.

FIG. 62

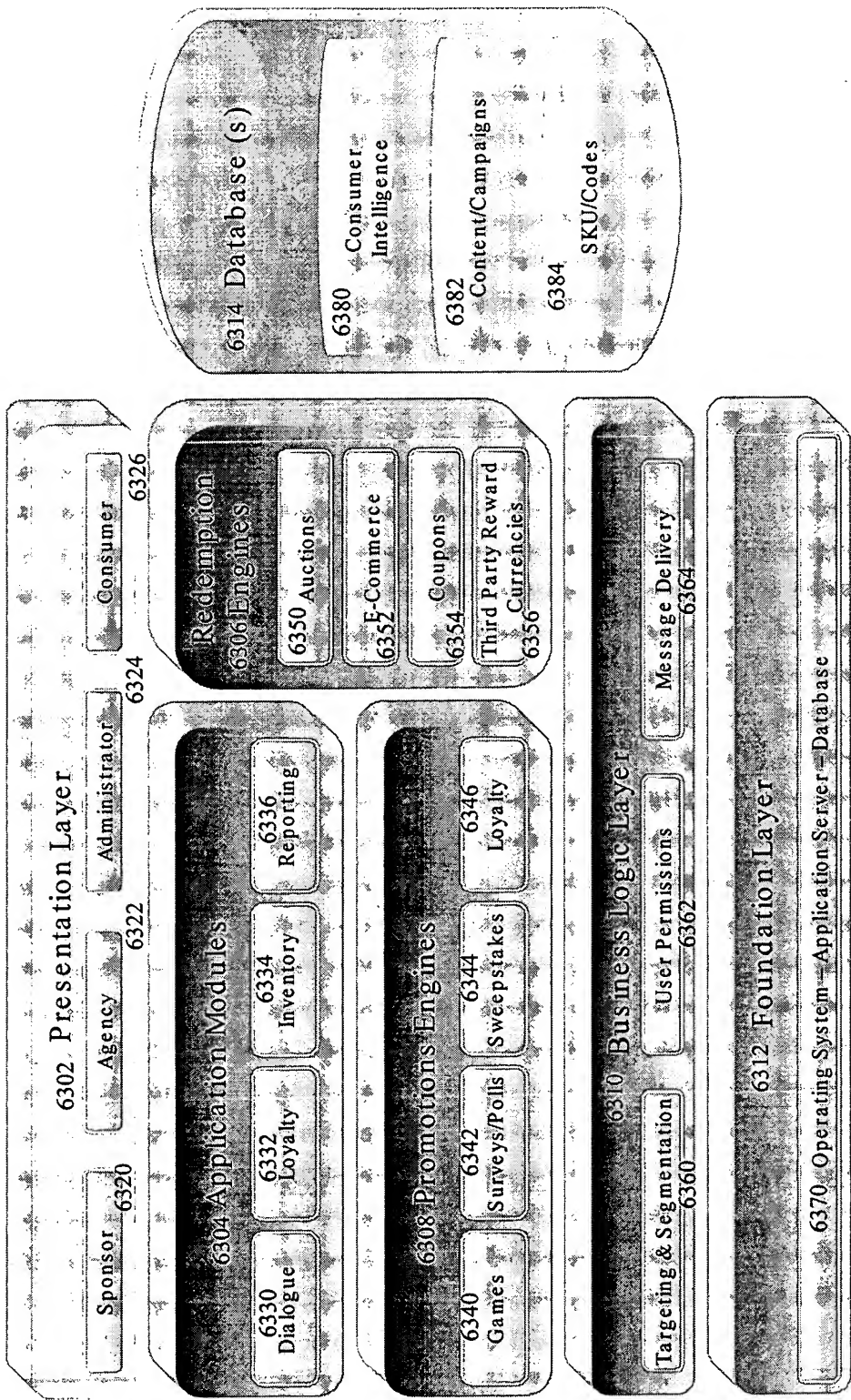


FIG. 63